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PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

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TO: T. Walsh

DATE: June 9, 1988

FROM: A. Goldfarb

SUBJECT: Alpine October Promotion

In order to maintain awareness for Alpine, as well as generating additional trial, an October retail program has been developed for the Pittsburgh and Little Rock test markets. In both of these markets, the Alpine program will replace the planned Marlboro Menthol promotion targeting carton outlets.

- o Pittsburgh will feature a 30-carton combination A-1 (pack and carton) with a $2 on carton coupon and a Bigif offer for carton outlets, as well as a Bigif program for pack outlets.
- o The program for Little Rock will vary in that the pack offer will feature $.25 off a pack.
- o Pack promotional product for both markets should be pre-set in Richmond and shipped directly to designated distributors.
- o All materials for the program are scheduled to arrive at the CDC no later than the w/o 9/5/88. Sell sheets will be pre-shipped once they are available.
- o Alpine will occupy the primary BV position for the month, with Cambridge moving to the secondary and tertiary positions.
- o An allocation of 25 A-1S (30 ctn.) per rep will be supplied in both markets. Based on local market conditions, individual 30-ctn. displays can be placed per call or multiple bins placed where larger volumes warrant it. In either case a payment of $6 per 30-carton unit can be made.

Should you have any questions, please call.

AG/nm

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Source: https://www.industrydocuments.ucsf.edu/docs/gzbk0004